6832443 Ver# 9 Mod# 4 Status Confirmed

Rep Order# EC'd Yes

**Printed:** 10/02/2012 7:54 PM 10/02/2012 10:08 AM

Traffic Order# 104398

Last Received: 10/(
Showing Buylines: All Lines

Phone# Fax# Buyer Station KSNV-TV LAS VEGAS, NV.
Advertiser ( ).REP. JEWISH COALITI
Product REP JEWISH COALITION Estimate# LAURA LANCASTER Agency C/P1/P2/E Flight Dates Hiatus Weeks Agency

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— CONTRACT COMMENT —

( )JAMESTOWN ASSOC 5 MAPLETON ROAD, \$#300 PRINCETON, NJ 08540 09/17/2012 - 10/21/2012

Rep Firm Sales Office ( Salesperson (

Salesperson Phone# Salesperson FAX# ) PHILADELPHIA ) AMY MCCREARY 215-568-6540 215-568-1845

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Buyl: [MKGD FC	W-F	Buyl: [MADE-GC	<u>ୟ</u> - ቻ	Buyl:		명 - -	Buyl		Мe	[MVG7 EC	Buyl:	M, TH-F	[MKGD FO	Buyl:	M-F	[MADE-GO	Buyl	M-F		Day
Buyline Comment: NEWS [MKGD FOR SPOTS MISSED ON LN	6A-7A	Buyline Comment: NEWS [MADE-GOOD BY LINE(S) 43 57]	6A-7A	Buyline Comment: NEWS		6A-7A	Buyline Comment: NEWS		5A-6A	MVAD BOX SHOLD WITSSED ON TW	Buyline Comment: NEWS	5A-6A	R SPOTS MISSEI	Buyline Comment: NEWS	5A-6A	[MADE-GOOD BY LINE(S) 42 56]	Buyline Comment: NEWS	5A-6A	1	Time P:
ON LN #4: 9/17(10/WK)]		EWS 43 57]		EWS			EWS			ON 114 #1: 3/24(3/WA)]	<b>=</b>		[MKGD FOR SPOTS MISSED ON IN #1: 9/17(5/WK)]	EWS		42 56]	EWS			Program
	: 30		:30			:30			:30			:30			:30			:30		Len
	\$650,00		\$650.00			\$700.00			\$450.00			\$325.00			\$325.00			\$325.00		Rate
	09/19-09/21		09/17-09/28		10/08-10/19	10/01-10/05		10/08-10/19	10/01-10/05			09/24-09/28			09/19-09/21			09/17-09/28		Dates
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	10		0		2	44:		2	ω			ហ			ហ			0	1	Total Spots
	\$6,500.00		\$0.00			\$4,200.00			\$2,250.00			\$1,625.00			\$1,625.00			\$0.00		Total Cost
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Showing Buylines: All Lines

Rep Order# EC'd Yes

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Ver# 9

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Ţ Fax# Phone# Buyer Station Advertiser Estimate# Product 45 00 ~] ത ίJī υ 8 57 탉 44 KSNV-TV LAS VEGAS, NV.
er ( ) .REP. JEWISH COALITI
REP JEWISH COALITION LAURA LANCASTER Σ | | Ε M-FX-5 M - FΣ |-|-M,TH-F M-F M, TH-F Day [MADE-GOOD BY LINE(S) 45 59] [MKGD FOR SPOTS MISSED ON LN #8: 9/17(5/WK)] [MKGD FOR SPOTS MISSED ON LN #5: 9/24(10/WK)] [MKGD FOR SPOTS MISSED ON LN #5: 9/19(10/WK)] [MADE-GOOD BY LINE(S) 44 58] [MKGD FOR SPOTS MISSED ON LN #4: 9/24(10/WK)] Buyline Comment: TODAY II Buyline Comment: TODAY II Buyline Comment: TODAY Buyline Comment: NEWS Buyline Comment: TODAY II Buyline Comment: TODAY Buyline Comment: TODAY Buyline Comment: TODAY 7A-9A 9A-10A 7A-9A Time 9A-10A 9A-10A 7A-9A 7A-9A 6A-7A Program Hiatus Weeks Agency C/P1/P2/E Flight Dates Agency ( ) JAMESTOWN ASSOC 5 MAPLETON ROAD, S#300 PRINCETON, NJ 08540 : 30 :30 :30 :30 :30 30 :30 Len :30 09/17/2012 - 10/21/2012 \$350.00 \$350.00 \$425.00 \$900.00 \$850.00 \$850.00 \$850.00 Rate \$650.00 09/19-09/21 09/17-09/28 10/08-10/12 10/01-10/05 10/01-10/05 09/24-09/28 09/19-09/21 09/17-09/28 09/24-09/28 10/15-10/19 10/08-10/19 Dates U O 100 0 10 10 H<sub>C</sub> Spots/Week Salesperson Phone# Salesperson FAX# Salesperson ( Sales Office ( Rep Firm # of Weeks 0 N 0 ) PHILADELPHIA ) AMY MCCREARY 215-568-6540 215-568-1845 0 Total Spots G 0 N NO 10 0 10 10 \$0.00 \$1,750.00 \$1,275.00 \$0.00 \$7,200.00 \$6,500.00 Total Cost \$8,500.00 \$8,500.00

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Station Ľ Fax# Phone# Product Buyer Estimate# Advertiser 61 47 10 60 46 59 F KSNV-TV LAS VEGAS, NV.
er ( ).REP. JEWISH COALITI
REP JEWISH COALITION LAURA LANCASTER M-H M-FM, TH-F W-H M, TH-E 以 三 三 M, TH-F Day [MKGD FOR SPOTS MISSED ON LN #10: 9/24(5/WK)] [MKGD FOR SPOTS MISSED ON LN #10: 9/17(5/WK)] [MADE-GOOD BY LINE(S) 47 61] MKGD [MKGD FOR SPOTS MISSED ON LN #8: 9/24(5/WK)] [MKGD [MADE-GOOD BY LINE(S) 46 60] Buyline Comment: NEWS Buyline Comment: NEWS Buyline Comment: NEWS Buyline Comment: RR Buyline Comment: TODAY II Buyline Comment: RR Buyline Comment: RR FOR SPOTS MISSED ON LN #9: 9/25(5/WK)] FOR SPOTS MISSED ON LN #9: 9/17(5/WK)] 11A-12P 12P-1230F 12P-1230P Time 11A-12P 11A-12P 12P-1230P 9A-10A Program Flight Dates Hiatus Weeks Agency C/P1/P2/E Agency PRINCETON, NJ 08540 ( ) JAMESTOWN ASSOC 5 MAPLETON ROAD, S#300 :30 :30 30 :30 :30 .. မ :30 Len 09/17/2012 - 10/21/2012 Rate \$425.00 \$425.00 \$425.00 \$325.00 \$325.00 \$325.00 \$350.00 09/24-09/28 09/19-09/21 09/17-09/28 09/24-09/28 09/19-09/21 10/15-10/19 10/08-10/12 09/17-09/28 10/01-10/05 09/24-09/28 10/08-10/19 10/01-10/05 UI ហ **1**0 NO ហ Ċ'n  $\vdash \omega \circ$ σı Spots/Week Sales Office ( Salesperson ( Salesperson Phone# Salesperson FAX# Rep Firm # of Weeks  $\mu$ ⊢ N ш N H N ) PHILADELPHIA ) AMY MCCREARY 215-568-6540 215-568-1845 Total Spots ĊЛ ĊП 1020 G 'n Νωο ហ \$2,125.00 \$2,125.00 \$1,625.00 \$1,625.00 \$1,625.00 \$1,750.00 Total Cost \$1,275.00

	Rep Order# EC'd Yes	
	6832443	
	Ver# 9	
	Mod# 4	
	Ver# 9 Mod# 4 Status Confirmed	
Showing B	Traffic Order# 104398 Last	
Showing Buylines: All Lines	398 Pri Last Received: 10	
Lines	<b>Printed:</b> 10/02/2012 7:54 PM 10/02/2012 10:08 AM	

13 M-F 3P-4P  Buyline Comment: PHIL [MADE-GOOD BY LINE(S) 50 64]	[MKGD FOR SPOTS MISSED ON LN #12: 9/17(5/WK)]  63 M,TH-F 2P-3P  Buyline Comment: DRS  [MKGD FOR SPOTS MISSED ON LN #12: 9/24(5/WK)]	49 W-F 2P-3P Buyline Comment: DRS	12 M-F 2P-3P  Buyline Comment: DRS  [MADE-GOOD BY LINE(S) 49 63]	62 M,TH-F 1230P-1P Buyline Comment: AGENDA [MKGD FOR SPOTS MISSED ON LN #11: 9/24	48 W-F 1230P-1P Buyline Comment: AGENDA [MKGD FOR SPOTS MISSED ON LN #11: 9/17	11 M-F 1230P-1P  Buyline Comment: AGENDA [MADE-GOOD BY LINE(S) 48 62]	Buyer LAUKALANCASIEK Phone# Fax# In Day Time Program	iser
	9/17 (5/WK)] 9/24 (5/WK)]			9/24 (5/WK) ]	9/17 (5/WK)]		Hiatus Weeks	Agency ( ). 5 MAPL PRINCE Agency C/P1/P2/E
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\$450.00	\$325.00	\$325.00	\$325.00	\$325.00	\$325.00	\$325.00	971.772012 - 1072172012 en Rate	( ) JAMESTOWN ASSOC 5 MAPLETON ROAD, S#300 PRINCETON, NJ 08540 P1/P2/E
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H O W O	ហ	បា	0 6 0	ίπ	σ	0 3 C     	215-568-1845 215-568-1845 Total To Spots	) PHILADELPHIA ) AMY MCCREARY
\$1,800.00	\$1,625.00	\$1,625.00	s975.00	\$1,625.00	\$1,625.00	\$975.00	845 Total Cost	PHIA REARY
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Status Confirmed

Rep Order# EC'd Yes

6832443

Ver# 9

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17 M-F 430P-5P Buyline Comment: NEWS [MADE-GOOD BY LINE(S) 52 66]	16 M-F 430P-5P Buyline Comment: NEWS	15 M-F 4P-430P  Buyline Comment: NEWS	65 M,TH-F 4P-430P Buyline Comment: NEWS [MKGD FOR SPOTS MISSED ON IN #14: 9/2	51 W-F 4P-430P  Buyline Comment: NEWS  [MKGD FOR SPOTS MISSED ON LN #14: 9/19(5/WK)]	14 M-F 4P-430P Buyline Comment: NEWS [MADE-GOOD BY LINE(S) 51 65]	64 M,TH-F 3P-4P Buyline Comment: PHIL [MKGD FOR SPOTS MISSED ON LN #13: 9/	50 W-F 3P-4P  Buyline Comment: PHIL  [MKGD FOR SPOTS MISSED ON LN #13: 9/17(5/WK)]	rax# LT Ln Day Time Program	rtisei lict liate#	Station KONV-TV I AS VEGAS NV
			9/24(5/WK)]	.9 (5/WK)]		9/24 (5/WK)]	 .7 (5/WK) ]		% ¥ C	Agency
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\$700.00	\$725.00	\$725.00	\$600.00	\$600.00	\$600.00	\$450.00	\$450.00	Rate	S MAPLETON ROAD, S#300 PRINCETON, NJ 08540 PI/P2/E es 09/17/2012 - 10/21/2012 eks	) IAMESTOWN ASSOC
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0	ο ω	ИОИ	ហ	ហ	0	W	(1 )   	Total Spots	) PHILADELPHIA ) AMY MCCREARY : 215-568-6540 215-568-1845	
\$0.00	\$2,175.00	\$2,175.00	\$3,000.00	\$3,000.00	\$0.00	\$2,250.00	\$2,250.00	Total Cost	PHIA REARY 5540 1845	
								Daypart		

Rep Order# EC'd Yes

21 M-F 630P-730P Buyline Comment: WH/JEP [MADE-GOOD BY LINE(S) 54 68]	20 M-F 630P-730P Buyline Comment: WH/JEP	19 M-F 5P-630P Buyline Comment: NEWS	67 M,TH-F 5P-630P Buyline Comment: NEWS [MKGD FOR SPOTS MISSED ON LN #18: 9/24	53 W-F 5P-630P Buyline Comment: NEWS [MKGD FOR SPOTS MISSED ON LN #18: 9/17	18 M-F 5P-630P  Buyline Comment: NEWS  [MADE-GOOD BY LINE(S) 53 67]	66 M,TH-F 430P-5P  Buyline Comment: NEWS  [MKGD FOR SPOTS MISSED ON LN #17: 9/24	52 M-F 430P-5P  Buyline Comment: NEWS  [MKGD FOR SPOTS MISSED ON LN #17: 9/19(5/WK)]	IT In Day Time Program	Station KSNV-TV LAS VEGAS, NV.  Advertiser ( ).REP. JEWISH COALITI Product REP JEWISH COALITION Estimate#  Buyer LAURA LANCASTER Phone#
			9/24 (5/WK)]	9/17(5/WK)]		9/24(5/WK)]	[ (XW/5)		Agency ( ) 5 MAPL PRINCE PRINCE Agency C/P1/P2/E Flight Dates Hiatus Weeks
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\$1,000.00	\$1,300.00	\$1,200.00	\$1,000.00	\$1,000.00	\$1,000.00	\$700.00	\$700.00	Rate	( ) JAMESTOWN ASSOC 5 MAPLETON ROAD, S#300 PRINCETON, NJ 08540 P1/P2/E es 09/17/2012 - 10/21/2012
09/17-09/28	10/01-10/65 10/08-10/12 10/15-10/19	10/01-10/05 10/08-10/19	09/24-09/28	09/19-09/21	09/17-09/28	09/24-09/28	09/17-09/21	Dates	.2
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\$0.00	\$3,900.00	\$6,000.00	\$5,000.00	\$5,000.00	\$0.00	\$3,500.00	\$3,500.00	Total Cost	LPHIA CREARY 1-6540 1-1845
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	EC'd Yes	Rep Order#
		6832443
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Showing Buylines: All Lines	Last Received: 10/02/2012 10:08 AM	
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Station k Advertiser Fax# Buyer Phone# Estimate# Product 25 24 5 83 69 55 22 89 54 KSNV-TV LAS VEGAS, NV. rr ( ).REP. JEWISH COALITI REP JEWISH COALITION LAURA LANCASTER M-F M-F M-F ¥-H SA SA M, TH-F Day M, TH-F [MADE-GOOD BY LINE(S) 71] [MKGD FOR SPOTS MISSED ON LN #22: 9/24(4/WK)] [MKGD FOR SPOTS MISSED ON LN #22: 9/17(4/WK)] [MADE-GOOD BY LINE(S) 55 69] [MKGD FOR SPOTS MISSED ON LN #21: 9/24(5/WK)] [MKGD FOR SPOTS MISSED ON LN #21: 9/19(5/WK)] Buyline Comment: NEWS Buyline Comment: SAT TODAY Buyline Comment: NEWS Buyline Comment: NEWS Buyline Comment: NEWS Buyline Comment: NEWS Buyline Comment: WH/JEP Buyline Comment: WH/JEP 630P-730P 7A-9A 6A-7A 11P-1135F 11P-1135P 11P-1135P Time 11P-1135F 630P-730P Program Flight Dates Hiatus Weeks Agency C/P1/P2/E Agency ( ) JAMESTOWN ASSOC 5 MAPLETON ROAD, S#300 PRINCETON, NJ 08540 : 30 30 :30 :30 :30 :30 :30 :30 Len 09/17/2012 - 10/21/2012 \$1,100.00 \$350.00 \$1,200.00 \$1,100.00 \$1,000.00 Rate \$625.00 \$1,100.00 \$1,000.00 09/22-09/22 09/29-10/20 09/29-10/20 09/22-09/22 10/01-10/05 09/24-09/28 09/19-09/21 09/17-09/28 09/24-09/28 10/08-10/19 09/19-09/21 Dates 0 10 0 0 0 10 4 4, 0 ÚΠ σı Spots/Week Rep Firm Sales Office ( Salesperson ( Salesperson Phone# Salesperson FAX# Weeks 0 ) PHILADELPHIA ) AMY MCCREARY 215-568-6540 215-568-1845 0 10 0 12 0 12 0 ഗ Spots Total \$4,400.00 \$1,250.00 \$700.00 \$2,400.00 \$4,400.00 S0.00 \$5,000.00 \$5,000.00 Total Cost Daypart

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				виуттпе		. J Buyline	Buyl	_	Buyl	Ϋ́	LAURA LANCASTER	KSNV-TV LAS VEGAS, NV. ( ) REP. JEWISH CO. REP JEWISH COALITION	6832443
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7A-8A Buyline Comment:	6A-7A Buyline Comment:	6A-7A Buyline Comment:	ya-youa Buyline Comment:	Comment:	11P-1135P	11P-1135P	Buyline Comment:	9A-930A	5A-6A Buyline Comment: GD FOR SPOTS MIS:	Time	STER	LAS VEGAS, NV. REP. JEWISH COALITI WISH COALITION	Ver#
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SUN TODAY	N.	K.	Š	Ž.	ò	ά. Ø	S		SA 5A-6A  Buyline Comment: SAT TODAY  [MKGD FOR SPOTS MISSED ON LN #25:	Program		m	Mod#
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\$75	\$35	\$32			\$1,	\$1		\$50	ধ । জ । ১১ ।	Rate	7/2012	TOWN ROAD VJ 085	Orden
\$750.00	\$350.00	\$325.00	÷.		\$1,100.00	\$1,100.00		\$500.00	\$625.00	'n	09/17/2012 - 10/21/2012	( ) JAMESTOWN ASSOC 5 MAPLETON ROAD, S#300 PRINCETON, NJ 08540	Traffic Order# 104398 Sh
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00	00	\$1,300.00	4. 		\$4,400.00	\$3,300.00		\$1,000.00	\$1,250.00	Ω		×	
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SA 8P-9P Buyline Comment: NEWS [MKGD FOR SPOTS MISSED ON LN	5P-630P ine Comment: NEWS OD BY LINE(S) 72]	830P-930P Buyline Comment: NEWS AFT	830P-930P ine Comment: NEWS AFT	930A-10A Buyline Comment: CM	9A-930A Buyline Comment: NEWS GD FOR SPOTS MISSED ON LN	SU 930A-10A Buyline Comment: CM [MADE-GOOD BY LINE(S) 70]	7A-8A ine Comment: SUN TODAY	Time Program	KSNV-TV LAS VEGAS, NV. ( ).REP. JEWISH COALITI REP JEWISH COALITION LAURA LANCASTER	Ver# 9 Mod#
#38: 9/22(1/WK)]		SNE	SNE		#34: 9/30(1/WK)]				Agency ( ) 5 MAPL PRINCE PRINCE Agency C/P1/P2/E Flight Dates Hiatus Weeks	4 Status Confirmed
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\$650.00	\$650.00	\$1,600.00	\$1,800.00	\$600.00	\$500.00	\$500.00	\$625.00	Rate	( ) JAMESTOWN ASSOC 5 MAPLETON ROAD, S#300 PRINCETON, NJ 08540 PL/P2/E es 09/17/2012 - 10/21/2012 eeks	Traffic Order# 104398 Sho
09/22-09/22	09/22-09/22 09/29-09/29	09/23-09/30	10/07-10/14 10/21-10/21	10/07-10/14 10/21-10/21	09/30-09/30	09/23-09/23 09/30-09/30	09/23-09/30	Dates	12	Prin Last Received: 10/ Showing Buylines: All Lines
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\$650.00	\$650.00	\$3,200.00	\$1,800.00	\$600.00	\$0.00	\$500. 00	\$2,500.00	Total Cost	PHIA REARY 5540 845	

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Traffic Order# 104398	Status Confirmed	Mod# 4	9	Ver#	6832443	Rep Order#

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Showing Buylines: All Lines	Last Received: 10/02/2012 10:08 AM	Traffic Order# 104398
Lines	10/02/2012	Printed:
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Daypart

74 M-SU Bu:	73 SA Bu; [MKGD	41 SA Bu: [MADE	76 SA Bu: [MKGD	40 SA Bu: [MADE-	75 SA Bu: [MKGD	39 SA Bu: [MADE:	rax# LT Ln Day	e#	KSNV-TV c ( ) REP JE
U 11P-1135P Buyline Comment: NEWS	SA 9P-10P Buyline Comment: WH/JEP [MKGD FOR SPOTS MISSED ON LN #41: 9/22(1/WK)]	SA 630P-730P Buyline Comment: WH/JEP [MADE-GOOD BY LINE(S) 73]	SA 9P-10P Buyline Comment: WH/JEP [MKGD FOR SPOTS MISSED ON LN #40: 10/06(1/WK)]	SA 630P-730P Buyline Comment: WH/JEP [MADE-GOOD BY LINE(S) 76]	SA 8P-930P Buyline Comment: NEWS [MKGD FOR SPOTS MISSED ON LN #39: 10/06(1/WK)]	SA 5P-630P  Buyline Comment: NEWS [MADE-GOOD BY LINE(S) 75]	Time Program	LAURA LANCASTER	KSNV-TV LAS VEGAS, NV. ( ).REP. JEWISH COALITI REP JEWISH COALITION
:30	:30 /wk)]	: 30	:30 1/WK)]	. 30	:30	1 30 !	Len		Agency ( ) JAI 5 MAPLET PRINCETO Agency C/P1/P2/F
\$1,100.00	\$500.00	\$500.00	\$525.00	\$525.00	\$675.00	\$675.00	n Rate	09/17/2012 - 10/21/2012	) JAMESTOWN ASSOC 5 MAPLETON ROAD, S#300 PRINCETON, NJ 08540
09/17-09/30	09/22-09/22	09/22-09/22 09/29-09/29	10/06-10/06	10/06-10/20	10/06-10/06	10/06-10/20	Dates	2	
	н	1 0	Н	0	Н	0	Spots/Week	Salesperson Phone# Salesperson FAX#	Rep Firm Sales Office ( Salesperson (
N	<b>11</b>	<u>با</u> با	н	0	ļ <del>e.</del> i	0	# of Weeks	hone# AX#	
ν.	щ	РΟ	ц	0	ւա	0	Total Spots	215-568-6540 215-568-1845	PHILADELPHIA AMY MCCREARY
\$2,200.00	\$500.00	\$500.00	\$525.00	\$0.00	\$675.00	\$0.00	Total Cost	540 845	HIA EARY

## -- REPORT TOTALS-

Report Totals: 252 / \$163,775.00

	EC'd Yes	
		6832443
		Ver# 9
		9 Mod# 4
		Status Confirmed
Sho		Traffic Order# 104398
Showing Buylines: All Lines	Last Received:	
Lines	10/02/2012 10:08 AM	Printed:
	10:08 AM	10/02/2012 7:54 PM

Station Totals: 252 / \$163,775.00 Sales Totals: 252 / \$163,775.00 Lines not sent/rcld/rtrn: 0 / \$0.00 -COMPETITIVE-Sep 12: Buyer Phone# Fax# Station KSNV-TV LAS VEGAS, NV.
Advertiser ( ).REP. JEWISH COALITI
Product REP JEWISH COALITION Estimate# 187 / \$117,650.00 LAURA LANCASTER Market Totals \$629,904 Oct 12: XXXX KTNV CATV 65 / \$46,125.00 Agency C/P1/P2/E Flight Dates Hiatus Weeks Agency %0 20% 5 MAPLETON ROAD, S#300 PRINCETON, NJ 08540 09/17/2012 - 10/21/2012 KTUD KBLR **₩** 90 KINC KVCW **%** % Rep Firm Sales Office ( Salesperson ( Salesperson Phone# Salesperson FAX# KLAS KVINY 29% ο/ο QJ ) PHILADELPHIA ) AMY MCCREARY 215-568-6540 215-568-1845 KVVU KSNV

% 00 10 16%

-COMPETITIVE COMMENTS-

EST SHARES NEW ORDER

Demos Books RA35+ NOV12

- CREDIT RISK -

CASH IN ADVANCE